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on March 19, 2009

PATENT
Attorney Docket No.: 026014-002301US
Client Ref. No.: REG00544 2003 PT

TOWNSEND and TOWNSEND and CREW LLP

By: Sheri Hale

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathaniel Blake SCHOLL

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
PLACING ADVERTISEMENTS BASED
ON SELECTION OF LINKS THAT ARE
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No. 2002

Examiner: RETTA, YEHDEGA

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed December 19, 2008, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 7 of this paper.